R.J. Reynolds
Tobacco Company

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November 7,1996

To: Mr. Bill Roth

Subject: Buffalo Region D.I.R.T. program

Dear Bill
I would like to take this opportunity to bring you up to speed on the DIRT program we put together in 1991. and have run in the Buffalo region every year since.
The inception of the Buffalo DIRT program actually was started with a phone call from Winston-Salem promptly us to look into the opportunities to build sales around what was then, and continues to be a blossoming sport, dirt auto racing Working with the owners of the American Marketing Group, Ralph Stopello and Mike Cominsky, Bruce Cook was able to build a program that capitalized on sales. advertising and in store promotions unique to the Buffalo region.
In 1996 the DIRT program included, but was not inclusive of the following
I say not inclusive because of the spin off business and rapport that is generated by a program like DIRT.
Program cost $40,000.00
*The "cream of the crop" in central NY Dirt tracks were contracted in '96.
This contract paid the track a certain amount of $'s based on attendance, sales etc...
RJR enjoyed exclusive distribution, exclusive cigarette advertising and on-going promotions, which in many instances we customized to work cooperatively with chains (Nice n Easy, Express Mart, Mirabito Quickway, Oneida Indian Nation P&C Foods, Kinney Drug etc...)
I say cream of the crop because these track were hand picked after research and trips to the tracks. All tracks enjoyed attendance of around 200,000 people (20 weeks of racing X 2 races per week X 5000 attendance per race=200,000)
In 1996 we contracted with 11 tracks which would equate to attendance of over 2 million people. Super Dirt week, the culmination of the years program held in October draws in excess of 125000 and enjoys national television coverage.
Cooperative programs with retail chains included name nights at the track. name races at large events (Nice n Easy- non-qualifiers race @ Supor Dirt Week)

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*RJR was also given Apr. $35,000.00 worth of FREE admission tickets to contracted tracks that were worked at around two and three pack promotions with retail partners.
This promotion was received very well at retail and saw a redemption of around 58% at the tracks.(Average ticket prices range from $8.00 to 24.00)

In summary the DIRT program is and will continue to be a viable way to build sales in Buffalo and other regions. As compared to SME's Winston series tracks, of which there are three in the Syracuse division. One of these SME tracks decided not to sell cigarettes out of the concession stands in 1996(Utica Rome Speedway). This was discovered on a call to the track and immediately communicated to Winston-Salem.
If the Winston series is to be continued I feel having dealt with both that our DIRT program is a much more viable program, not only in cost and bang for the buck, but also in our continued efforts to BUNDLE RJR programs and promotions with partner chains and retailers.
The DIRT program, and DIRT racing in general is a comprehensive racing series The racing fans that follow this series and these racers are committed to the sport and the sponsors of the sport, as NASCAR fans are. As for the tie in with NASCAR and DIRT I would offer that 98% of DIRT fans are also NASCAR fans. but a far fewer NASCAR fans are DIRT fans.

I hope this sheds some light on the DIRT program and the reason that those of us involved in it feel so strongly about continuing our commitment, if not as we have in the past perhaps in another way, which I would be happy to share with you if the need arises.

Sincerely,
Keith
K.L. Myers/DM

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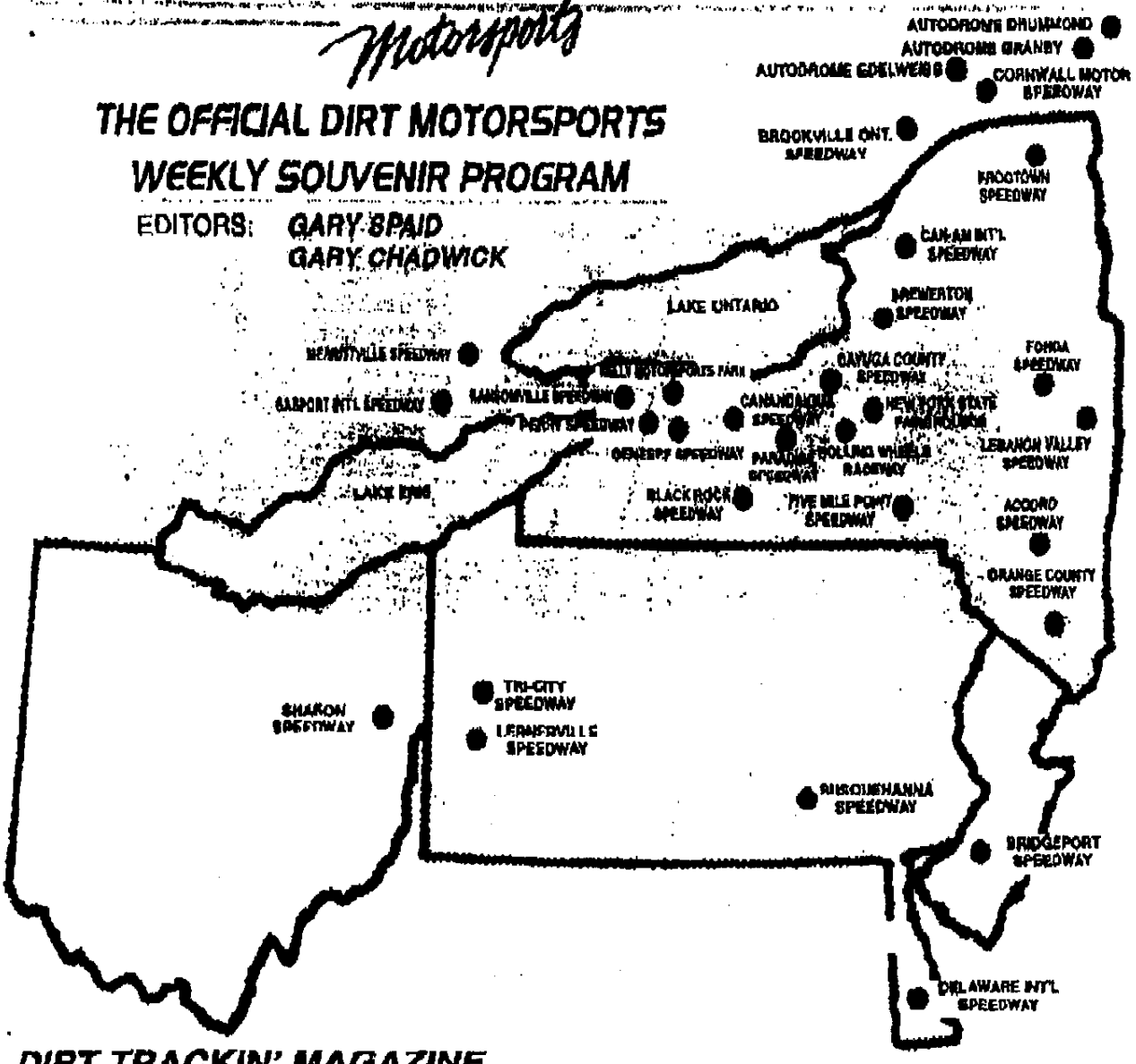
Motorsports

THE OFFICIAL DIRT MOTORSPORTS WEEKLY SOUVENIR PROGRAM

EDITORS: GARY SPAID
GARY CHADWICK



DIRT TRACKIN' MAGAZINE

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1996 PROGRAM ADVERTISING RATES

	REGION	CIRCUIT
FULL PAGE(COLOR)	——	$4000
FULL PAGE	$1000	$2000
1/2 PAGE	$500	$1000
1/4 PAGE	$300	$600
1/8 PAGE	$200	$400

THE DIRT CIRCUIT IS DIVIDED INTO SIX REGIONS-25 TRACKS, FOURTEEN TRACKS OF WHICH DISTRIBUTE DIRT TRACKIN' MAGAZINE ON A REGULAR BASIS.

ALL ABOVE RATES ARE FOR A FULL SEASON, APPROXIMATELY 25 ISSUES, WHICH ARE SOLD BETWEEN APRIL AND SEPTEMBER.

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